

Abstract

Title: Analysis of the use of telephone selling VIP hospitality for hockey teams

Objectives: The main objective of this work is to determine the current status of the use of telesales VIP for hockey teams and on the basis of the general assembly retail concept VIP hospitality over the phone.

Methods: The paper used methods of analysis, inquiry and observation. The analysis method was used for the analysis of segmentation current partners of clubs, a method of questioning to determine the use of telephone sales in the sales of individual clubs and finally observation method was used to evaluate the implementation of telephone sales at the club, which it uses to sell VIP hospitality.

Results: There was a finding that telesales is not widely used sales technique VIP hospitality. Clubs do not use it at all or incorrectly consequently, the inefficiently. Those who use telephone sales violate the basic principles of this type of sale and does not put enough emphasis staffing these positions.

Keywords: telemarketing, VIP hospitality, sponsorship